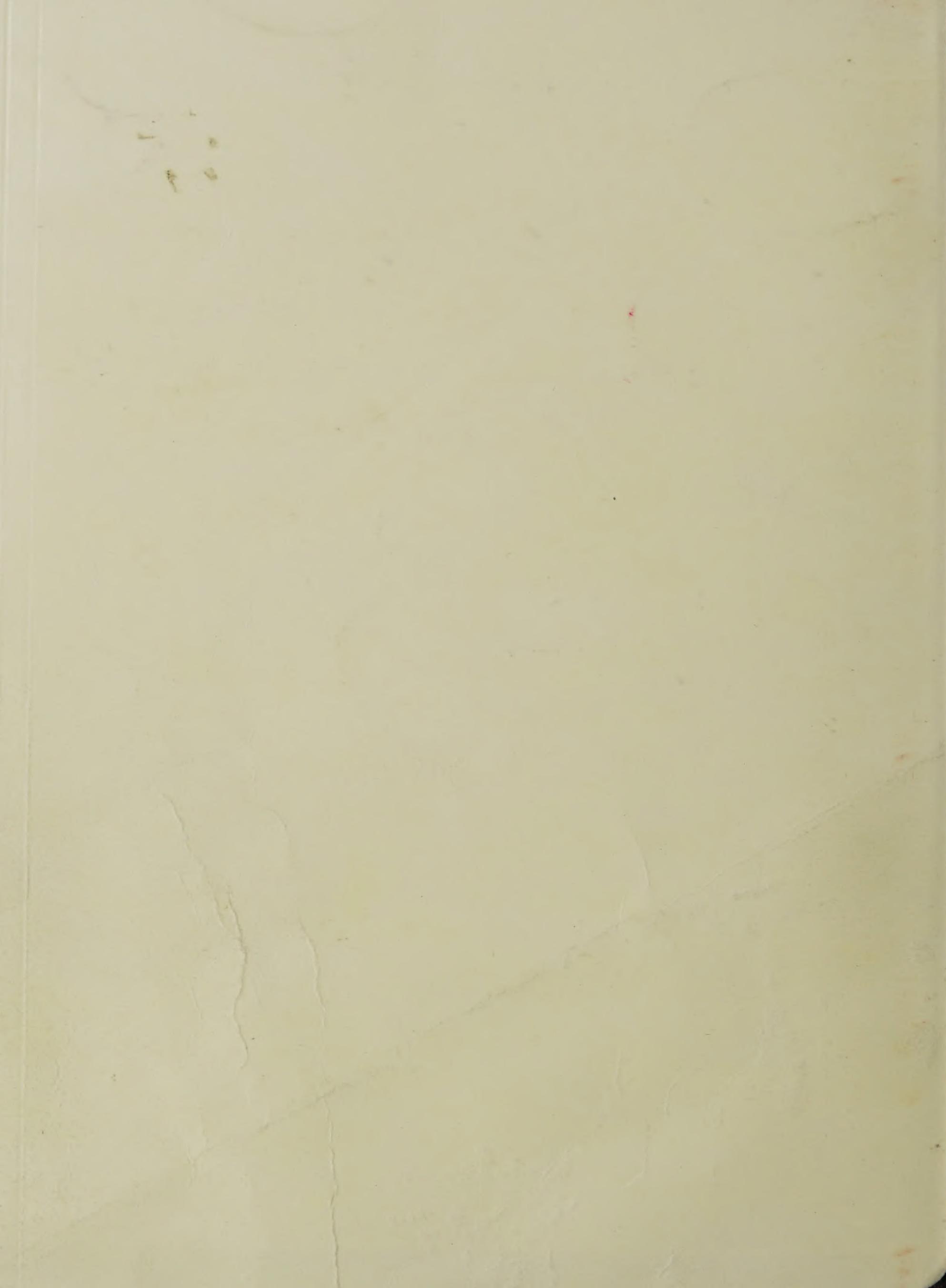


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62-017
REDELBERTA 1940

What Peach Growers Have Wanted!

REDELBERTA

U. S. PLANT PATENT NUMBER 232

TRADE MARK REGISTERED

For the Profitable
Earlier Markets

PEACH

•
**EARLY
BRIGHT
RED
COLOR**

•
**10
DAYS
AHEAD
OF
ELBERTA**



REDELBERTA—Early Color
—Ready to Pick

Natural color reproduction showing
comparative color and maturity.
Picked same day in same orchard.

ELBERTA—Still Green
Not ready to pick for ten days

NATURE'S IMPROVEMENT ON NATURE

In the REDELBERTA a valuable new peach has been discovered—or rather an old favorite variety in new, greatly improved form.

This peach is identical with Elberta in tree and fruit, except that the fruit ripens approximately ten days earlier than common Elberta and has fully double the red color of that variety.

In the REDELBERTA nature has performed one of her peculiar pranks and produced a bud-sport or mutation of the popular old Elberta. Into this bud-sport Dame Nature packed all the good qualities of the favorite old parent Elberta—and also added the outstanding new qualities: double-red color and early ripening.

EMPIRE NURSERY & ORCHARD
“PRICES THAT YOU CAN AFFORD TO PAY”

FREE TREE & PLANT EACH ORDER

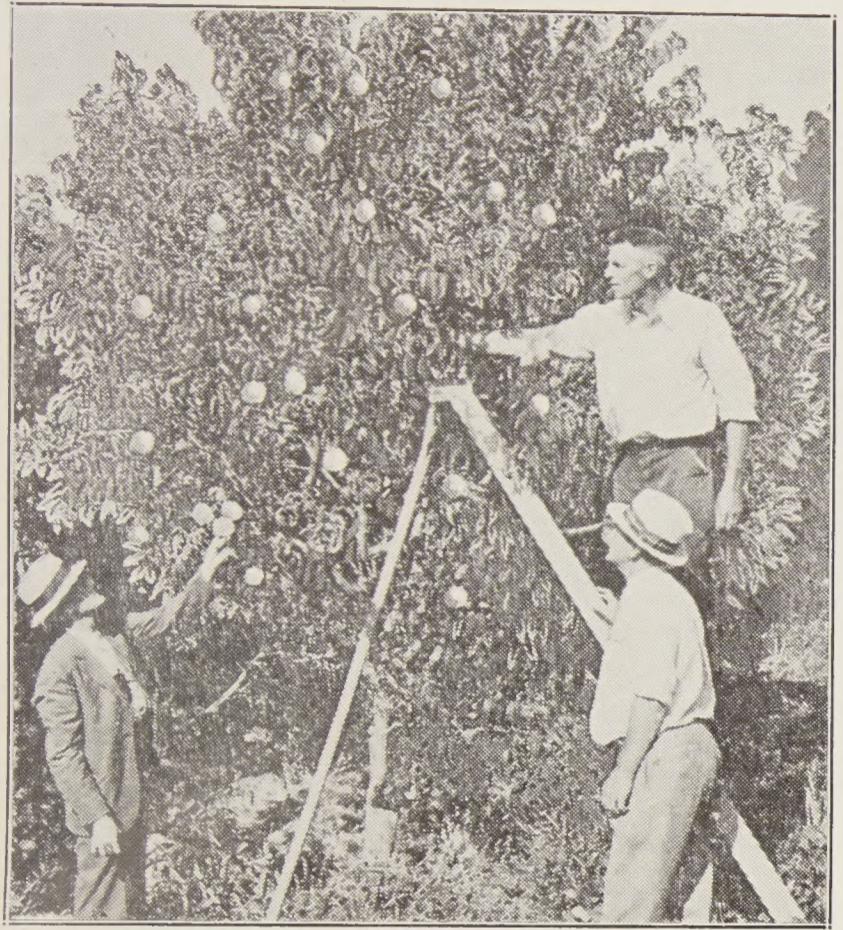
WRITE FOR OUR NEW 1940 CATALOG



REDELBERTA

U.S. PLANT PAT. 232 ... TRADE MARK REG

A bud-sport of Elberta. Has all the characteristics and qualities of the Elberta PLUS fully double the red color, and ripens 10 days earlier.



A. T. Gossman, President and Bert Snyder, Secretary of a large Pacific Coast nursery, and Jay Perry inspecting Redelberta Peaches growing at Kennewick, Washington, on one of the first sixteen Redelberta trees propagated by Mr. Perry from the original bud-sport limb.

REDELBERTA—A Bud-Sport or Mutation

For fifty years Elberta has been the standard commercial peach variety by which all other varieties have been judged. Because the old Elberta is firm-fleshed, tough-skinned, stands shipping and trucking for long distances, and has been a most productive variety from the grower's standpoint—Elberta has maintained a lasting popularity.

Redelberta, being a true bud-sport of the Elberta combines the long established good qualities of its parent along with desirable new features of commercial importance.

Experienced growers and prominent horticultural authorities have inspected REDELBERTA on the trees—at picking time—and during shipping tests. They predict that Redelberta because of its early, double-red color; the fact that it can be harvested and shipped days ahead of Elberta; and possessing the excellent, time-proved qualities of its parent—will become a leading commercial variety of the future.

FINE FLAVOR--FIRM--MEATY--EARLY

"I like the Redelberta very much because, first—of its fine flavor; second—because of its firm meaty consistency; and third—because it is early."—Mrs. Wm. Meikle, Hi-Quality Fruit Ranch, Wenatchee, Wash.

FULLY 10 DAYS EARLIER THAN ELBERTA

"In my judgment Redelberta is a typical Elberta in shape, texture, and flavor. One point of difference is the color—the sport (Redelberta) showing considerably more coloring than the old Elberta. Its season of ripening, I believe to be fully ten days earlier than the Elberta."

John H. Smith, Fruit Grower, Kennewick, Wash.



Discovered in the Year 1928

10 Years of Fruiting, Testing, Proving.

THE DISCOVERY OF REDELBERTA

In August 1928, while inspecting his crop of Elberta peaches in his orchard near Kennewick, Washington, Mr. Jay Perry noticed an unusual limb of bright red peaches on one of his Elberta peach trees which attracted his attention.

This particular limb had produced fourteen very highly colored peaches which at the time, were ripe and ready to pick, while the fruit on the balance of the tree was still green and immature.

Mr. Perry realized that he had discovered something distinctive and different. He decided that this particular limb which had ripened its fruit so much earlier than other portions of the same tree, must be a "sport" limb or mutation.

From that original "sport" limb, Mr. Perry propagated sixteen trees which were planted on his ranch. In due time these sixteen trees produced fruit true to the original type on the parent bud-sport limb. Fruit on these sixteen trees possessed the same high color and colored and ripened much earlier than Elberta in the same orchard. Mr. Perry found that even inside the trees where sunlight was lacking and where fruit usually does not color, that the fruit of his new variety showed good red color.

After successful tests confirmed its merit and value, propagation of the variety was undertaken. It was given the name of Redelberta and in February 1937 a U. S. Plant Patent (No. 232) was granted covering this fruit.

Careful, painstaking tests prove that this variety is identical with the Elberta in tree and fruit, except that THE FRUIT RIPENS APPROXIMATELY TEN DAYS EARLIER than the Elberta and HAS FULLY DOUBLE THE RED COLOR of the Elberta.

Mr. Perry planted the first two hundred trees of Redelberta that were available. These young trees are in bearing and produced several hundred boxes of peaches the summer of 1938.

BUYERS DEMAND COLOR

(Quoted from "Hoosier Horticulture," Indiana, Oct. 1937.)

"A good many complaints were heard from buyers because of lack of color on the 1937 peach pack. One reason for lack of color and buyers complaint was due to picking too green—and before the color break occurred on the green cheek of the peach."

★ Note: Redelberta solves this problem. Early color of Redelberta enables peach growers to put a highly colored fruit pack on the earlier markets.

Early, Deep-Red Color of Redelberta Peach—Means

Fewer "over-ripes" at the packinghouse. Fewer "grass-green" culs. Faster, easier picking.

Redelberta with its early red color and earlier picking season can be shipped firm ripe. Ten days ahead of the main common Elberta crop puts Redelberta on the market when prices are best.



Mr. Jay Perry (left), prominent fruit grower and Commissioner of Benton County, Washington. Discoverer of the Redelberta peach. A representative of the press (right), tastes a ripe Redelberta.

EMPIRE NURSERY & ORCHARD
"The South's Nurseryman"
Baileyton, Alabama
WRITE FOR NEW 1940 CATALOG

"VERY SUPERIOR TO OLD ELBERTA"

"The down is not quite as heavy, the fruit is more highly colored and ripens earlier. These points I think are distinct in the fruits I have seen. The biggest difference (between Redelberta and old Elberta) is in the date of ripening and the color of the fruit. In that respect I think it is very superior to the old Elberta."

Mr. O. M. Morris, Professor of Horticulture, Washington State College.

"OUTCLASSES ELBERTA--Ten Days Ahead Main Harvest of Elberta"

"In Appearance there is no question but the new strain outclasses the Old Elberta. And in quality I would judge that it was equal or better than the parent. The seasonal ripening of this fruit (Redelberta) is a distinct advantage inasmuch as it comes on about ten days ahead of the main harvest of the Elberta, and well ahead of J. H. Hale. This variety would be especially welcome in early districts as it would give them a fine peach well ahead of anything now known—and for later districts, it would give a portion of the main peach harvest."

W. A. Luce, Farm Representative, Puget Sound Power & Light Co., Wenatchee, Wash. (Formerly Orchard Advisor, Earl Fruit Co.)

"BEST FOR EARLY MATURING VARIETY"

"I inspected the Redelberta peaches and trees on the Jay Perry place at Kennewick on August 13th. This peach was at least 12 to 13 days ahead of the standard Elberta in the same orchard. I believe that this peach is the best that I have seen in this state for an early maturing variety."

J. I. Griner, Supervisor of Horticulture, State of Washington.

LOTS OF COLOR--EARLY MARKET--BETTER PRICES!

"I am sure this new Elberta will be a commercial success. I believe there should be endeavors made to get this REDELBERTA into commercial production as soon as possible. It is my opinion it will be the variety that will revolutionize the early peach industry."

"One shipment packed in cartons sold at \$1.25 per crate. Another shipment in customary peach pack sold at \$1.00 per crate." ★

"Retailers liked the fruit. From our observation it is a good keeper and will carry well. We believe it will be a money maker for the grower."—B. Hertzman, Manager, Pioneer Fruit Co., Seattle, Wash.

(★ Note: Opening price for common Elberta and J. H. Hale peaches on the same market about 10 days later was 50c and 75c per crate respectively.)



REDELBERTA

(Trade Mark Reg.)
U. S. Plant Patent No. 232

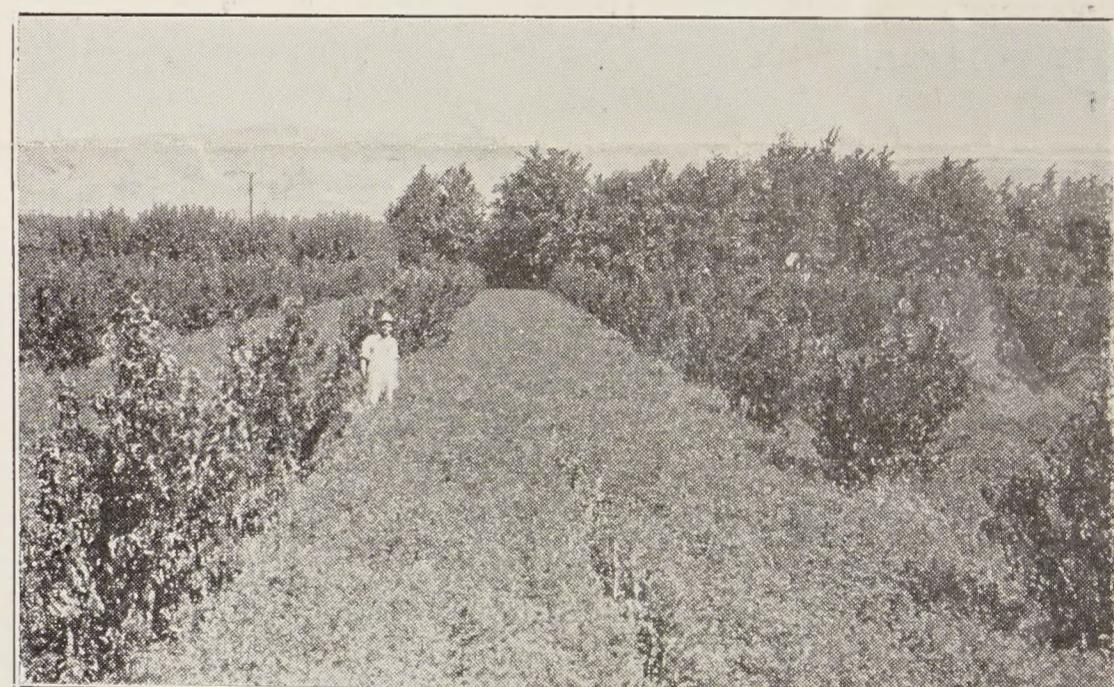
This Registered Trade Mark is your protection and assurance of genuine REDELBERTA trees.

U. S. Plant Patent certificate No. 232, granted by United States Patent Office covering Redelberta Peach.

Redelberta Peach is propagated and sold only by Nurseries authorized and licensed by the introducers.



Group of western growers and horticulturists from Washington, Idaho, and other states, inspecting Redelberta trees and ripe fruit at Jay Perry orchards, Kennewick, Washington. Photo August 13, 1936.



R. C. Metzgar of Wapato, Yakima Valley, Washington, and his young Redelberta orchard of 275 trees. Read Mr. Metzgar's letter quoted in this folder.

"LOTS OF RED COLOR--TEN DAYS AHEAD OF ELBERTA"

"The 275 Redelberta trees purchased from you in the spring of 1937 have made a very fine growth, with considerable peaches over the entire block this season."

They show lots of deep red color and I think will fit into our peach deal here. I could have picked and shipped commercial grade on August 10th. That puts Redelberta on the market ten days ahead of Elberta."

R. C. Metzgar, Wapato, Wash. (Yakima Valley.)

REDELBERTA is the answer for this grower

(Quoted from Page 14, 76th Annual Report, 1936, Indiana Horticultural Society.)

"If the market is in cities more distant than 300 miles and which would require more than one night to reach by truck, then only the firm-fleshed tough-skinned peaches would be worth while for commercial planting."

"Elberta has topped this demand for forty years and is still a long distance ahead of any competitor for popularity."

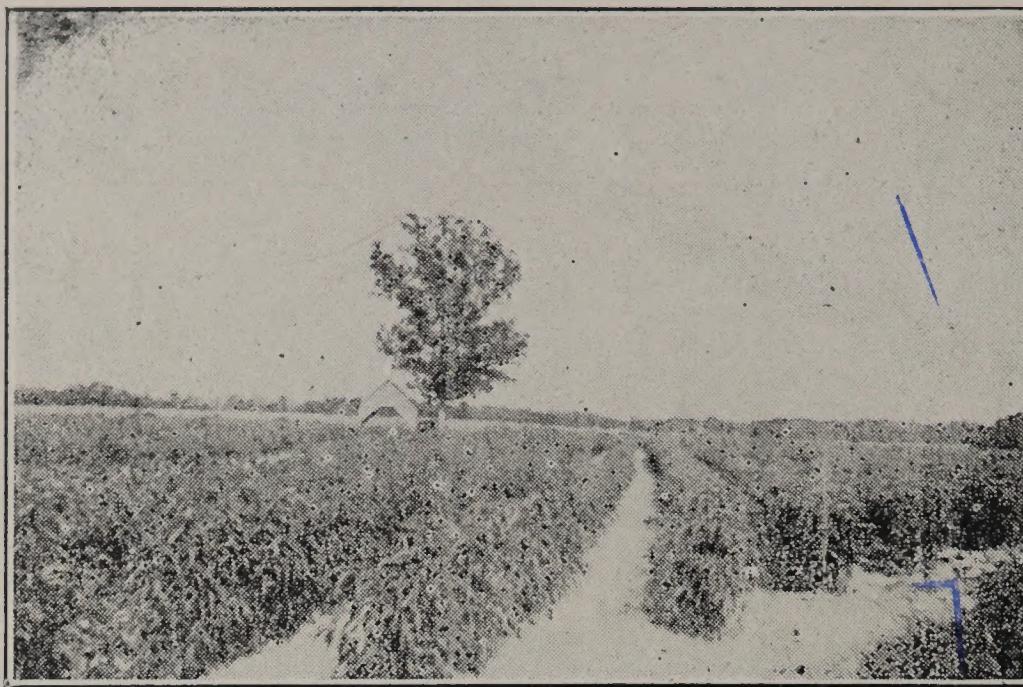
****We Need an Improved Elberta—an Elberta with Higher Color.****

Facts, News, and Prices on the REDELBERTA Peach Spring 1940

The Famous Empire Grown June Bud Peach Trees. We can offer you the WONDER PEACH.

The
REDELBERTA
PEACH
in June Bud
Grown Size
Empire Grown

THE
Wonder Peach



THE
REDELBERTA
PEACH
in June Bud
Grown Size
Empire Grown

THE
Wonder Peach

The above picture showing one of the many blocks of our Famous Empire Grown June Bud Peach Trees. Growers of over a million Peach trees in 1937.

THIS SPRING SEASON, We are offering June Budded REDELBERTA Peach at the following prices:

HEIGHT	EACH	DOZEN LOTS	25 TREE LOTS	50 TREE LOTS	100 TREE LOTS
12 to 18 ins.	.50	\$4.80	\$7.50	\$11.25	\$20.00
18 to 24 ins.	.60	5.40	8.75	12.50	22.50
2 to 3 feet	.65	6.00	10.00	15.00	25.00
3 to 4 feet	.70	6.60	11.25	17.50	30.00

SINCE 1915—We have been growing in the Nursery Business and developing our fine Orchards. A study of fruit varieties is a daily job for R. L. Baker, the owner, a lover of Fruits of all types. Our Brindlee Mountain grown trees have become famous for their large root system. Many of our trees are paying profits to growers throughout the South, especially in Alabama, Georgia, and Arkansas.

We are growing this season, Fruit Trees, Nut Trees, Small Fruits, Flowering Shrubs, Flowering Trees, Roses, Hedge Plants. Broad and Narrow Leaf Evergreens and Shade Trees. Fact is, growing in our Nursery row, October 1st. 1939, there were 1, 900,000 plants and trees.

THERE ARE THREE REASONS HOW TO MAKE MONEY COMMERCIALLY IN PEACHES; first, plant the varieties suited best for your climate; second, plant quality trees (no cull tree is worth your time in setting it); third, plant the variety that tops the market in price (thereby realizing an increased income).

INDIANA—"The Redelberta were ripe August 25. They ripened just ahead of the Stark's Early Elberta—and are certainly a beautiful peach—large and red all over. Had I known what they were when I purchased them, I would have bought a whole Orchard of them. The remarkable thing is that they have plenty of color, so that they can be picked firm, and shipped well, demanding top market prices."

ONTARIO, CANADA—I believe your Redelberta is the BEST peach known to precede the Elberta."

EMPIRE NURSERY & ORCHARD
BAILEYTON, ALABAMA ... CULLMAN COUNTY
"The South's Foremost Growers of Nursery Stock"
WRITE FOR OUR NEW CATALOG